ROSE ELECTRONICS
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The Rose Advantage

September 2004 | A Monthly Newsletter from Rose Electronics

Product Headlines

Wanna Win a Rose Cap?

We want to give away a Rose Cap to 10 lucky readers. Simply answer this month's Rose Trivia Question. Go to the end of the Newsletter for details.

New Sun Keyboard for RackView

A Sun compatible keyboard is now available on our RackView KVM Rack Drawer. This new RackView provides you with Sun keys along with our industry-best video and your choice of 17" and 19" displays.

RackView Now Available with USB Keyboard

We now offer 6 new RackViews with USB keyboards available in 15", 17" and 19" displays with either trackball or touchpad.

Exclusive Newsletter Offer
50% Price Reduction-UltraLink Lite

Remote KVM Access over IP at its best

Houston, TX – For a limited time and for our Newsletter reading Resellers only, Rose Electronics will drastically reduce the price of the UltraLink Lite, our powerful yet cost effective answer to your Remote KVM Access over IP needs. For any Reseller who refers to this Newsletter offer, we will reduce the U.S. list price of the UltraLink Lite (UL-LV3) by 50%. Apply your regular discount to this limited time offer for an incredible deal.

UltraLink Lite sets a new economical standard for remotely managing your server room. With the UltraLink Lite you can access up to 1,000 computers and network devices from anywhere in the world.

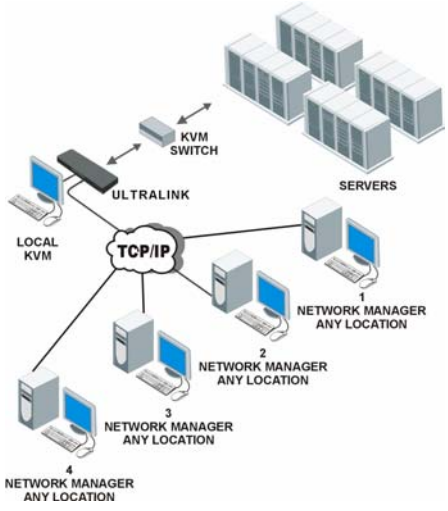
Along with crisp and clear video quality and real-time mouse response the UltraLink Lite offers you the highest quality Remote Access solution at an economical price.

The UltraLink Lite is easy to install and configure, just assign an IP address and install the remote viewer software and it's ready to use.

The sophisticated scaling feature allows you to position any size image of your server's video anywhere on your screen. With this feature, you can monitor servers while working on other tasks in another window.

So, stock up today or order by October 31, 2004 to take advantage of this limited time Newsletter offer. E-mail or call us at 800-333-9343 and mention **Promotion # REUL10**.

UltraLink Lite Typical Application



Did You Know?

… The latest releases of UltraMatrix and UltraConsole have keyboard shortcuts for bringing up the Status Screen and for sorting Computer Names. To bring up the Status Screen, click and release L-CTRL and hit ESC to get to the menu then hit F2. To Sort Computer Names, click and release L-CTRL & hit ESC then hit F1. Call for details.

...You can extend DVI/VGA keyboard and mouse over CAT5 with our CrystalView Pro CAT5 KVM Extender.

Upcoming Events

October VAR Training
(Call to schedule time)

Aerospace Tech Expo
September 13-15
Marriott Wardman Park
Washington D.C.
Booth # 2804

TechXNY (PC Expo)
October 5-7
Javits Convention Ctr
New York, NY

Please Contact us...

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Selling Points…

***Integrate your IBM x-series 330 servers directly into your KVM solution**

Connect a Rose KVM switch directly to the EVC connector of an IBM 335 x-series server using our new HXEVC cable. Manage your server enterprise with one solution, the Rose solution.

***Rose CrystalView KVM Extenders for Restaurants**

Restaurants are busy places with wait staff hustling about, rushing from table to kitchen to wait station. Not a good environment for computer equipment. With the CrystalView KVM Extender you can place your Order Entry Touch Screens where the wait staff needs them and move the computers to a traffic-free and more secure area. Keep the Wait Staff closer to their customers and the computers away from the crowds and the spills.

***Classroom out of Control**

If you are planning or enhancing a classroom, training, or educational center, the Rose Electronics ClassView can work for you. Designed specifically for classroom and training applications, the ClassView allows teachers to interact with their students by seeing and controlling their computers from the teacher's desk. Teachers can also show their computer screen to the students. You can provide one-on-one interaction, allow groups to work among themselves, transfer control to others, freeze screens, lock out keyboard and mouse activity, and scan through students' computers. The applications are as versatile as your needs. All of the connections are controlled through the teacher's keyboard. The ClassView is used in a variety of educational and corporate settings, such as elementary schools, high schools, colleges and universities, corporate training centers, and conference rooms.

Win with Rose. This Month's Question...

The rose is the official flower and is mentioned in the nickname of what major sporting event? Hint: It's not the Rose Bowl

Win a Rose Cap by submitting your answer by replying to this e-mail by 11:59 PM September 14, 2004. We will select 10 winners in a random drawing of all valid entries on September 15, 2004. We'll notify winners immediately and post the answer in the next Newsletter. Good luck!

Ask us about…

Remote KVM Access over IP

UltraMatrix Remote™
Matrix KVM Switch w/IP

UltraLink™
Single, Dual, Quad

UltraLink Lite™

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